

Shift impact report / '22 > '23

Driving collaborative action on climate
change across the world of cycling.



We need to Shift.



The changes required for a sustainable future are complex and cannot be solved by any individual company or cyclist.

Shift Cycling Culture drives collaboration on a global scale, supporting the cycling industry and wider community to take action on climate change collectively.



Letter from our Directors.



These fast accelerating and undeniable changes should not paralyze us.

Instead, they should be the ultimate catalyzer to finally kick ourselves from ambition into action.

A lot can change in just a few years' time.

The world was reminded of that through a global pandemic, the Russian invasion of Ukraine and during the record-breaking extreme weather events of the summer of 2022 - and 2023. The impact of climate change becomes more destructive and dramatic each year. We've experienced an increase of heatwaves, droughts, floods and severe storms on a global scale, with devastating effects on people, infrastructure and ecosystems.

And as cyclists, we see the landscape changing with it.

But these fast accelerating and undeniable changes should not paralyze us. Instead, they should be the ultimate catalyzer to finally kick ourselves from ambition into action.

The cycling industry joined late in embracing climate change mitigation but is picking up speed. Since our first online event three years ago, we have seen clear signals that the shift we are after is starting to take shape. Climate awareness within the cycling world is growing rapidly, and individuals and companies have started to measure, report, and reduce their environmental impact. But we need to move the needle further, look beyond competition and embrace collective action. The challenges are too complex to face alone and time is running out.

The bike is our shared passion. Our tool to embrace the world and see its beauty. A means to face adversity, to strengthen our resilience, to push beyond what we thought possible.

We need that same shared passion, commitment, creativity and adaptability to reshape our sport and our industry, addressing the impact we have on the places we love to ride. The objectives are there. The tools are there. The knowledge is there. No more excuses.

We love where we ride, let's act accordingly.

Lian, Jane, Erik & Sandra

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Part 01

Who we are and our Theory of Impact.



Who we are.

Over the last three years, Shift has been driving and supporting a movement to tackle climate across the cycling world through:

- **Engaging leadership** to help them steer the needed transformation of the industry.
- **Building capacity** by training those working in the industry to provide the knowledge and tools for climate action.
- **Driving and facilitating collaboration** between organizations to tackle the biggest issues together.
- **Bringing transparency** on progress of the industry in reducing their environmental impact.
- **Telling inspiring stories** and celebrating success stories to bring the entire industry and community on board.

Our powerful **community** includes bike brands, component producers, clothing companies and retailers, independent professionals, media and passionate cyclists. Through our different activities we engaged with more than 100 companies, from small start-ups to the biggest cycling brands in the world.

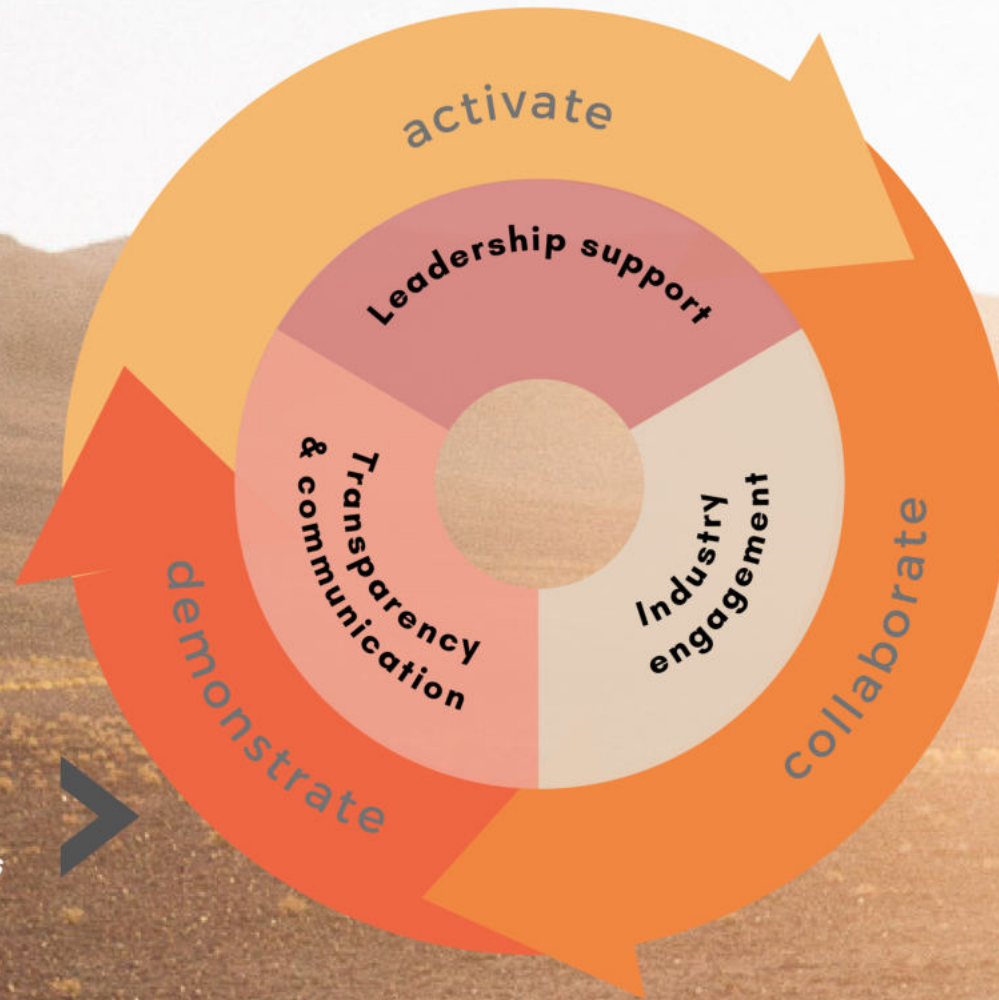
➤ Shift Cycling Culture is a not-for-profit foundation accelerating collective climate action in the global cycling industry and community.



Shift theory of impact.

Inspire, not criticize.

*How we work: impact-driven / global /
accessible / open source / lean / entrepreneurial*



*Transparency
is key to show
where progress
is being made.
Ambitions are
great, but
actions count.*

*The changes
required are
complex and
can't be solved
by any
individual
company or
cyclist.*

**Driving action on climate change
across the world of cycling.**

Our team.

Board of Directors

Lian van Leeuwen

Communications & Strategic Partnerships

Lian is the founder of Shift Cycling Culture and based in the Netherlands. She is a communication strategist & creative for purpose-driven projects and organizations.

Erik Bronsvort

Innovation & Design, Circular Economy

Erik is a bike nerd, engineer, and circular economy expert working from The Netherlands with companies to rethink their products and businesses.

Jane Dennyson

Industry Engagement & Partnerships

Jane helps companies to create and integrate sustainable business strategies. Her focus is building the business case for positive change. Jane is based in Scotland.

Executive Director (since 2023):

Sandra Brandt

Sandra is an environmental sustainability professional based in Italy, where she also runs her own company for mountain biking adventures.



Part 02

2022 Impact and reflections.



2022 at a glance.

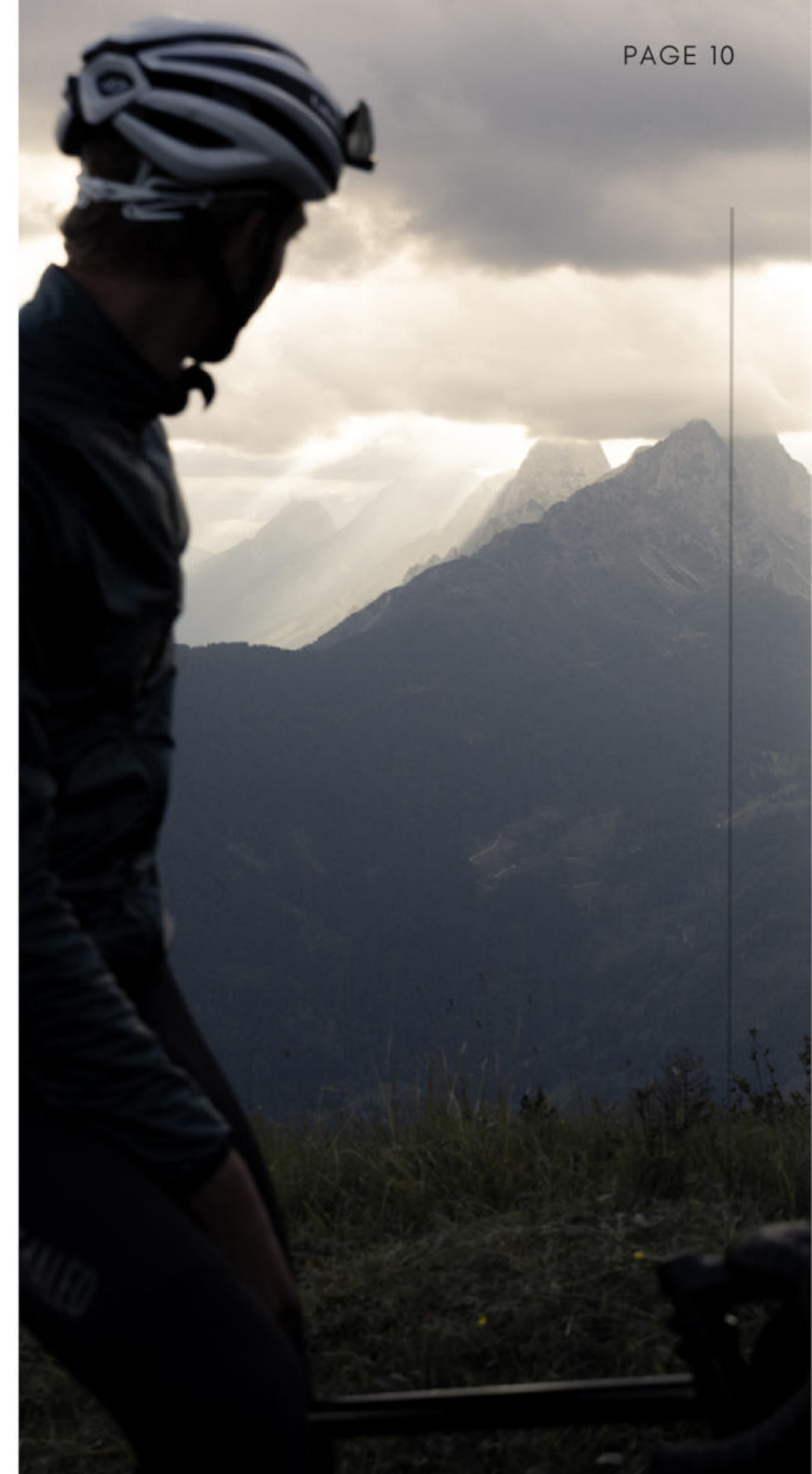
4 online Meetups, covering Greenwashing, Supply Chain Engagement, Cycling Industry Climate Commitment and COP27. Our annual COP industry meetup saw **113 sign-ups**, confirming that the climate movement in the cycling world is growing.

2 Circular Design Courses, organised in collaboration with CIRCO, helping **20 companies** in the cycling industry to create new business opportunities that fit the circular economy. We hosted teams from companies like Assos of Switzerland, BBB Cycling, BMC, Cervélo, Riese & Müller, Santa Cruz, Specialized and Trek.

82 CEOs across 21 countries signed the Climate Commitment over the course of a year. Joining this initiative provides a focal point for company's environmental action, internally and externally, secures accountability and is used as a tool to engage business partners in sustainability efforts.

Engaging leadership: We continued with our **CEO Forum**, bringing together the leadership of some of the largest companies in the cycling industry on a regular basis to discuss and exchange strategic issues and to find ways they can collaborate to drive the required transformation of the industry together.

Building a sustainable organization: We've raised funds through hosting the Circular Design Course and through Patron Funding. We have hired an **Executive Director**, Sandra Brandt, to guide Shift into the next phase and to mature the organization.



2022 Impact and reflections.

In 2022 we have seen the impacts of our activities as well as clear signals that the shift we are after is starting to take shape. But unfortunately not everyone is on board yet. Here are some of our reflections of 2022:

[1] Growing engagement

Over 80 CEOs from 21 countries have now signed the Climate Commitment since the launch end of 2021 (full overview [here](#)). At our COP27 Industry Meetup, we asked participants how they have been using the Climate Commitment to support their climate journey. Here is what the response was:

How does your company use the Climate Commitment internally, pick more than one:



2022 Impact and reflections.

[2] Voluntary disclosure of climate impact

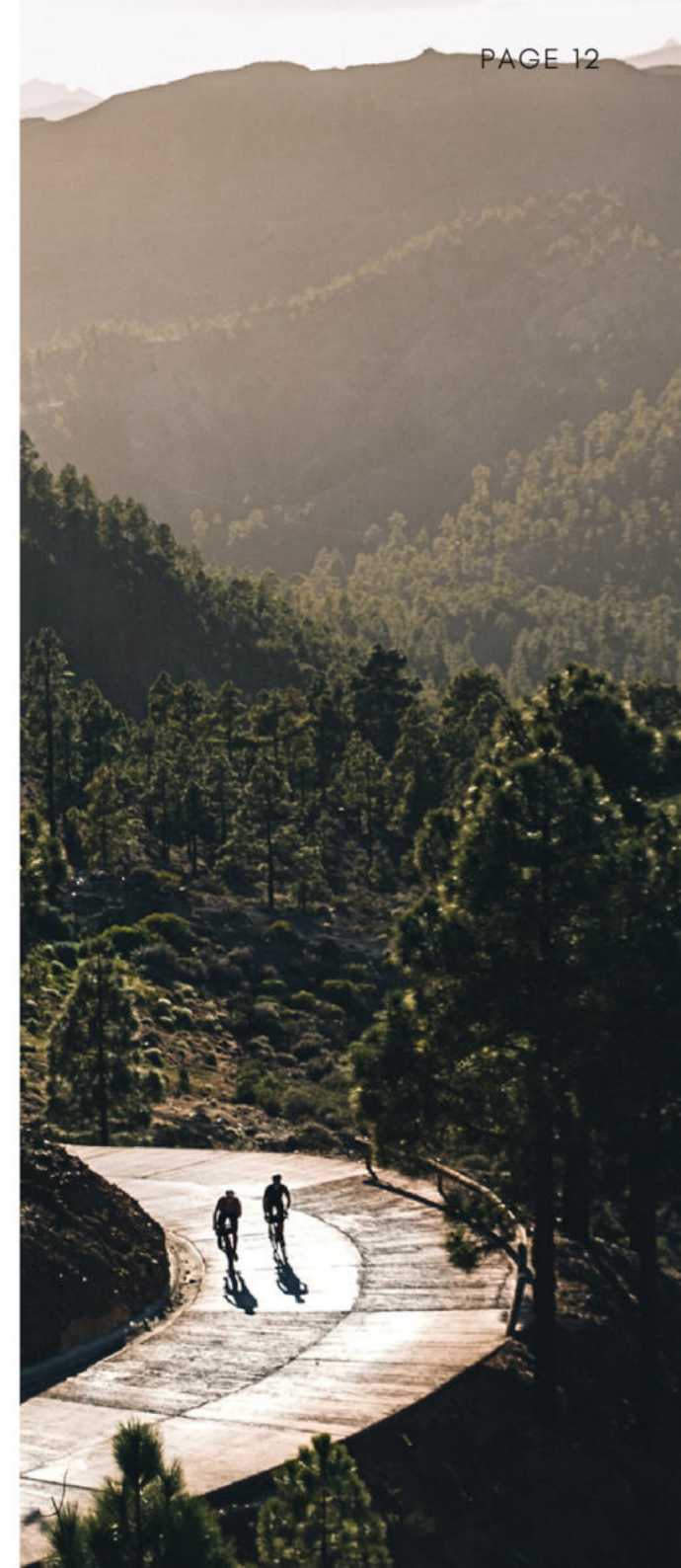
More and more companies are disclosing their climate impact on their website and/or in sustainability reports. These reports provide insights into the emissions caused by our industry, can inspire other companies to take action and confirm the hotspots we have to tackle. They also show that more companies in the cycling sector align their climate ambition with the Science-Based Targets initiative to do their fair share in limiting global warming to 1.5 degrees Celsius.

We have collected some of the 2022 reports of cycling companies [here](#).

[3] Increase in knowledge level throughout the industry

Over the last year, we have seen an increase in the knowledge level regarding sustainability amongst our industry network. When we started Shift, our conversations with the community focused a lot on the importance of climate action and how to get started with measuring and reporting carbon emissions of a company and product.

Whereas some companies are still at this stage, others have been working on building knowledge and finding resources and tools to reduce their impact, and have moved into the phase of solution development and implementation. However, this group is still relatively small.



2022 Impact and reflections.

[4] Rise in media awareness and coverage

Media plays a critical role in driving attention and action on climate change. We are pleased to see that over the past year there has been a vast increase in the media coverage in the cycling sector. There is more interest in this area from consumers, investors, and people who work in the industry, demonstrating a demand for more information and knowledge. What is still lacking is a media presence in mainstream media, in order to reach and engage a wider audience of cyclists and cycling professionals outside our current network.

In 2022, we hosted a meetup specifically for the media world, and helped journalists get familiar and more comfortable with the topics around sustainability, and how to spot greenwashing.

Journalists often want to hear from us at Shift and we have taken part in several interviews. We have collected some of the articles [here](#).



2022 Impact and reflections.

[5] Growing gap between frontrunners and slow-movers

Over the last few years the cycling industry has been facing some severe headwinds. Arising challenges such as increased energy costs and disruptions in supply chains have also been influencing climate ambition and action by companies.

We have noticed a growing gap between companies who see **sustainability as a strategic way to help them build more resilient and successful businesses**, and the ones who still only see sustainability as a nice-to-have marketing topic.

While some companies are leading the way, others - still too many - are lagging behind. To secure a sustainable future for all, and to protect the places we love to ride, we need the entire industry to move.



Part 03

>> 2023
Moving
from
ambition
to action.



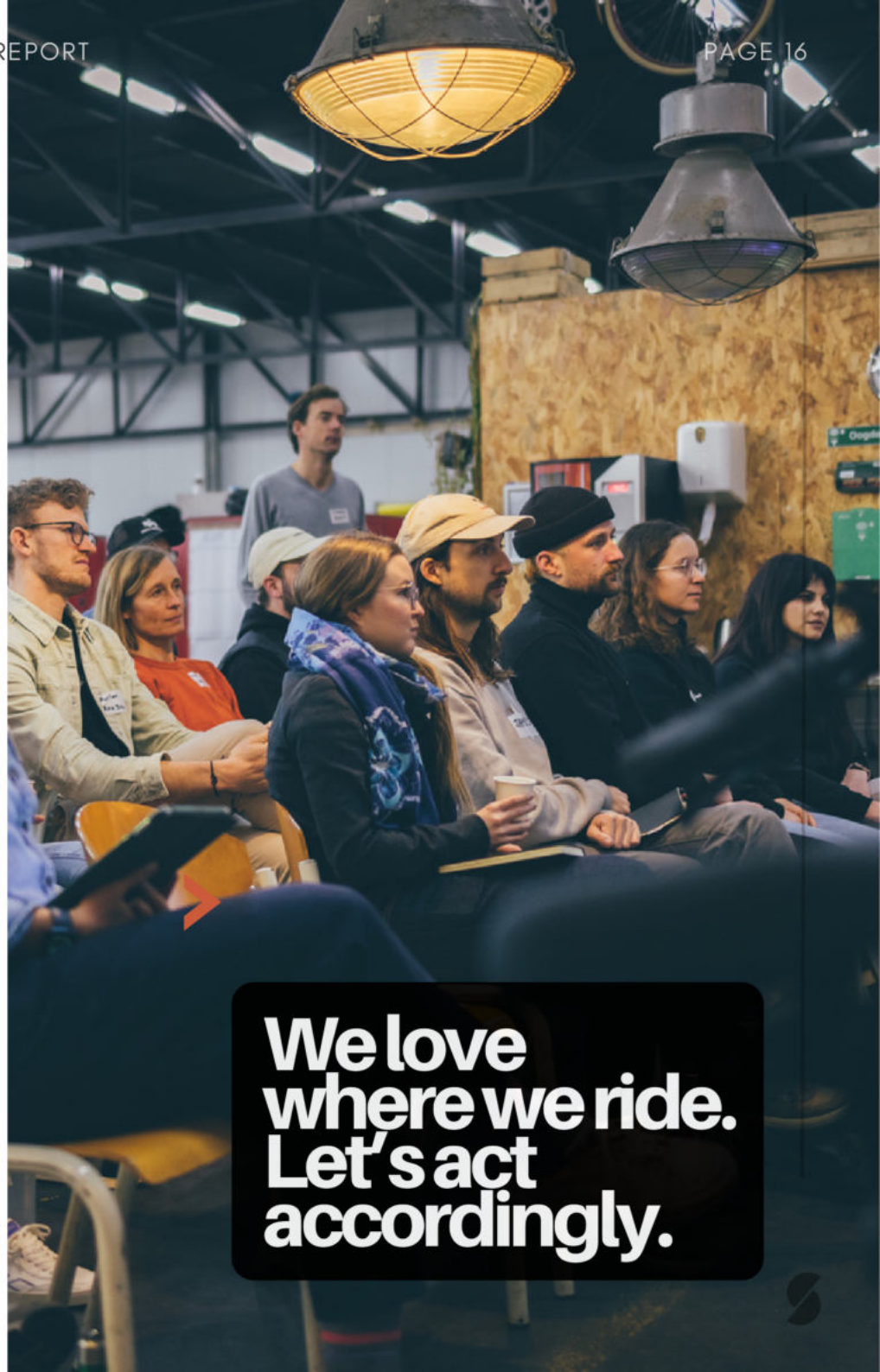
The way forward.

MOVING FROM AMBITION TO ACTION

We have seven years left to cut our emissions in half. Companies across all sectors have accepted this challenge and have been moving from ambition into action mode. The cycling industry has joined this movement late, but is picking up speed.

As Shift Cycling Culture we want to accelerate this next stage as much as we can, by using the community we have built and by collaborating with partners.

Only by joining forces we can catalyze the action we need to build a more sustainable cycling world.



**We love
where we ride.
Let's act
accordingly.**

Our focus for 2023 / 2024.

[1] Moving the Climate Commitment to the next phase

The Climate Commitment has been a great starting point and tool for companies to take responsibility for their impacts on climate change. It has created a first climate movement and community of like-minded companies who want to drive and be part of change. But if we want to achieve a net zero cycling world no later than 2050, we have to get moving **from ambition into action mode**. And we need the whole industry to join in.

With the help of a **Climate Action Roadmap** we will move the Climate Commitment into the next phase in 2023. We will provide an **actionable framework that supports companies to take individual next steps in their climate journey and drive continuous improvement**. We will highlight the hotspots that have to be tackled as an industry, and help to identify areas where collective action is required to make progress.

Through an annual **climate action pulse check** we will bring transparency by following the progress of individual companies and the industry as a whole, inspire others to get engaged, and shine a light on where we have to speed up action.

If you like to stay updated on the developments of the Climate Action Roadmap, please [subscribe to our newsletter](#).



Our focus for 2023 / 2024.

[2] Collectively engaging the supply chain

The biggest part of the carbon footprint (up to 95%) of companies in the cycling industry comes from the way we extract and process the raw materials needed to make our beloved bikes and gear. Through our Circular Design Course we have helped over 70 cycling industry professionals to rethink and redesign their products in line with the principles of the circular economy and to address these impacts in the design phase.

But individual actions by companies are not enough. A true shift needs the whole industry to move, including its supply chain.

Tackling the emissions in supply chains is complex and companies often don't know where to start, as supply chains are global and diverse. But as many companies are sharing the same production facilities, there is a tremendous opportunity to team up and to collectively engage with their suppliers.

With the help of a **supplier mapping exercise**, which we will conduct in 2023, we will help companies to identify those shared suppliers. This will provide insight in the hotspots and build a foundation to collaborate on supplier engagement, aligning practical next steps to support them in transitioning to low-carbon production processes.

Our focus for 2023/2024.

[3] Developing more targeted training programs

Whilst awareness of the industry's emissions is important, it is action that is required to make a difference, and this starts with knowledge. Over the last year, we have seen an increase in the basic knowledge level regarding sustainability amongst the people we work with.

But there is still a lot to do on this front. **Building the capacity needed to make sustainability a core part of a company's strategy and way of working** will require training for way more people than we have done so far, and beyond the sustainability professionals of the industry.

Building on the success of our Circular Design Workshop we will use 2023 to develop and offer additional training programs around climate action for targeted audiences within companies, for suppliers and for our wider community.



Our focus for 2023 / 2024.

[4] Connecting peers

Embedding sustainability into the business is not an easy task. It takes courage to question business as usual, lots of energy to get everyone on board, and endurance to mobilize the required resources.

Connecting with peers and learning from other companies about how they approach their sustainability initiatives is valuable and reassuring: in the end, everyone is on this journey together.

In 2022 we started the preparation for our first in-person event, a Barcamp in Amsterdam in January 2023. This **network of sustainability professionals** in the industry will be further developed in 2023, with online meetings on a regular basis to share knowledge and resources in an open and honest way, and to look for common challenges and new ideas to drive positive impact across the industry.



Our focus for 2023/2024.

[5] Inspiring climate action in the cycling world

We often get asked by passionate cyclists what they as an individual can do to drive climate action. There are many things that all of us can and should do in our day-to-day lives: habits we can change and questions we can ask ourselves, our politicians and the companies we buy from.

Although it is important for everyone to reflect on their own behavior, unfortunately, individual actions alone won't get us to where we need to be. The big levers are the industry, the cycling organizations and the government. However, **everyone can play a part in raising awareness and join their own networks and communities in climate action**, and with Shift we want to encourage this in both the cycling industry and wider community.

In 2022, we finalised the production of **Cracked Earth** - a 30 min documentary about the impact of climate change on the places we love to ride.

The film was released in early 2023 as a tool to drive conversation and encourage and support the wider cycling community to recognize and reduce their impacts on the environment they use as their playground.

Find out more about Cracked Earth [here](#).

Part 04

2022
finances
and our
carbon
footprint.



Shift Finances 2022.



2022 Revenue

Circular Design Courses (2)
Patron funding

€99.851

€24.851 (25%)

€75.000* (75%)

2022 Expenses

General & project costs
Board remuneration
Operations Manager (10h/pw)
Travel

€35.244

€15.556

€5.100**

€13.510

€1.078

*Building reserve for Executive Director 2023

**3 x €1.700 payments for annual Board duties

Shift Patrons 2022.

As Shift is an independent non-profit foundation, patron funding plays a critical role in delivering our purpose, and it allows us to keep our core activities free of charge in order to engage as many companies as possible. Any company or organization can become a patron of Shift. There are no strings attached to a patron commitment and the annual financial support is reviewed and decided upon an annual basis.

Our Patrons in 2022 were:



ASSOS
OF SWITZERLAND

BMC
SWITZERLAND

INTERNET
— STORES

RIESE & MÜLLER

ROSE *Rapha.*

SR
SELLE ROYAL

SCHWALBE⁺

vittoria



Shift Patrons 2022.

➤ **"Shift Cycling Culture is one of the most important sustainability initiatives in the global bicycle industry. That's why supporting Shift is of high relevance to Riese & Müller. Together we will ensure that the bicycle industry develops a comprehensive understanding of the central aspects of climate action and works on them at all levels. Shift's approach is unique, inspiring and collaborative. A great value for the industry, for us and for me personally."**

Sandra Wolf - CEO, Riese & Müller

➤ **Efforts of individual companies in environmental responsibility can have a powerful effect, yet rarely create a spark to inspire industry-wide collaborations. Shift brings the cycling industry together to discuss cooperative efforts to improve on matters such as the climate crisis and drive positive change.**

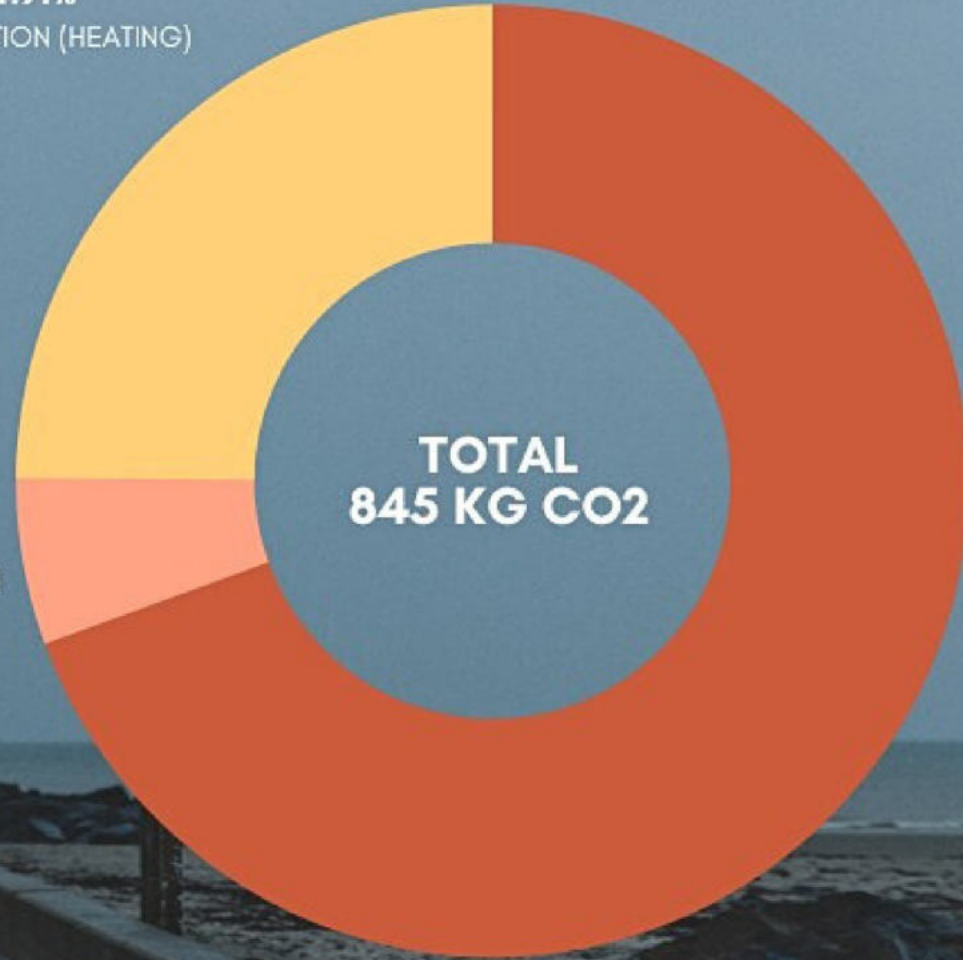
Frank Bohle - CEO, Schwalbe

If you are interested to become a Shift Patron with your company, please reach out to sandra@shiftcyclingculture.com

Our carbon footprint 2022.

SCOPE 1 / 24.91%
FUEL CONSUMPTION (HEATING)

SCOPE 2 / 5.64%
ELECTRICITY CONSUMPTION



TOTAL
845 KG CO2

SCOPE 3 / 69.45%
TRAVEL
(PRIVATE CAR FOR BUSINESS TRAVEL, FLIGHTS, FERRY)

*The GHG Protocol classifies an organization's greenhouse gas emissions into three 'scopes'. **Scope 1** emissions are direct emissions from owned or controlled sources (e.g. fuel combustion). **Scope 2** emissions are indirect emissions from the generation of purchased energy. **Scope 3** emissions are all indirect emissions (not included in scope 2) that occur in the upstream and downstream activities of an organization (e.g. business travel, purchased goods and services).*



Our carbon footprint 2022.

Compared to 2021, we have seen an increase in our emissions of 64%.

This increase is caused by flights to our annual strategy meeting, which we combined with the in-person final interview with Shift's Executive Director Sandra Brandt. Her flights have been included in our Scope 3 emissions.

Aligned with our mission, we strive to keep the carbon footprint of our activities as low as possible. As an international team of four people, all working from home or shared offices, our CO₂ emissions are generally quite low. The biggest portion of our emissions comes from traveling.

From time to time we chose to travel to participate in industry conferences, events and meetings. We decide to travel when we believe the positive impact of our participation is necessary to achieve our mission. In addition, we have set ourselves the following climate conscious travel rules:

- **Be aware** of the environmental impact of traveling and choose not to travel when virtual collaboration tools will adequately fulfill the purpose of travel (e.g. participation in a video call is possible and sufficient)
- **Avoid** unnecessary travel and only send the minimum number of team members required to fulfill the purpose of travel
- **Minimize** the environmental impacts of travel and choose a method of travel with the lowest impact possible (e.g. choose train over plane when possible)



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